Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1: (currently amended): An automated print order system for institutional business cards and stationery products, said automated print order system comprising:

a company-tailored prototypical product record comprising a template that defines the placement and typography of a plurality of information elements for printing on a company-tailored business card or stationery product;

one or more predeterminable profiles defining user-indicative and company-indicative content for one or more of the informational elements provided by the template;

an internet-accessible purchasing interface~~profile management interface~~ that enables a company representative to perform profile management functions, such as specifying and modifying the company-indicative content of said predeterminable profiles, and to perform order processing functions, said order processing functions being comprised of generating a pre-press product automatically incorporating said predeterminable profile into said tailored product; and

an internet-accessible requestor interface that enables a user to select one of said one or more predeterminable profiles, to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and the selected predeterminable profile, and to submit a print order for the selected company-tailored business card or stationery product, wherein the requestor interface does not enable the user to modify the typography of any information to be printed on the business card or stationery product;

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~~an order processing interface for fulfillment of the user's print order, said order processing interface being adapted to directly generate a pre-press product automatically incorporating said predeterminable profile into said tailored product.~~

Claim 2 (original): The automated print order system as recited in claim 1, wherein said pre-press product comprises a direct-to-plate command set.

Claim 3 (previously presented): The automated print order system as recited in claim 1, wherein the requestor interface enables a user to select only those product for which prototypical product records have been developed.

Claim 4 (previously presented): The automated print order system as recited in claim 1, wherein the user-indicative information includes the user's name and title.

Claim 5 (previously presented): The automated print order system as recited in claim 1, wherein said requestor interface does not enable the user to modify at least a portion of the company-indicative information of said selected predeterminable profile.

Claim 6 (previously presented): The automated print order system as recited in claim 4, wherein the user's title is pre-authorized title selected from a drop-down menu.

Claim 7 (currently amended): The automated print order system as recited in claim 1, said order processing functions~~interface enabling validation of the user's print order, said order processing interface being adapted to~~ being further comprised of selectively authoriz~~ing~~e generation of said pre-press product.

Claim 8 (currently amended): The automated print order system as recited in claim 7, wherein said order processing functions being further comprised of ~~interface is adapted to~~ modifying said predeterminable profile.

Claim 9 (currently amended): The automated print order system as recited in claim 7, wherein said order processing functions being further comprised of ~~interface is adapted to~~ modifying the user's print order.

Claim 10 (currently amended): The automated print order system as recited in claim 7, wherein said order processing functions being further comprised of~~interface is adapted to~~ delet~~ing~~e the user's print order.

Claim 11 (currently amended): The automated print order system as recited in claim 7, said automated print order system further comprising a server site for hosting said requestor interface~~,~~ and said purchasing~~order processing~~ interface.

Claim 12 (original): The automated print order system as recited in claim 11, wherein said server site is resident upon the World Wide Web.

Claim 13 (currently amended): The automated print order system as recited in claim 12, wherein said purchasing~~order processing~~ interface is accessible from any operable node on the World Wide Web.

Claim 14 (original): The automated print order system as recited in claim 13, wherein said requestor interface further comprises a server-side scripting implementation for increased user-to-server communication efficiency.

Claim 15 (original): The automated print order system as recited in claim 14, wherein said server-side scripting implementation comprises a logon security protocol.

Claim 16 (currently amended): The automated print order system as recited in claim 7, wherein the order processing function~~interface~~ further comprises a batch function, said batch function being adapted to control the generation of said pre-press product.

Claim 17 (original): The automated print order system as recited in claim 16, wherein said automated print order system is adapted to store the user's order in an order data table, said order data table comprising elements to reference said predeterminable profile.

Claim 18 (original): The automated print order system as recited in claim 17, wherein said batch function is further adapted to import information from said predeterminable profile into a batch table according to said reference elements of said order data table, said batch table thereafter comprising a complete specification for said tailored product.

Claim 19 (original): The automated print order system as recited in claim 18, wherein said batch function is further adapted to format said specification for said tailored product into a pre-press product compatible specification.

Claim 20 (original): The automated print order system as recited in claim 19, wherein said company tailored product comprises a business media selected from the group consisting of:

letterhead;

business card;

envelopes;

writing pads;

address cards;

and mailing labels.

Claim 21 (previously presented): The automated print order system for institutional business cards and stationery products, said automated print order system comprising:

a computerized representation of a set of printable stationery products;

customized templates corresponding with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

a requestor interface for entry of a print order by a user associated with the specific organization, the requestor interface being adapted to enable the user to select a stationery product from the set of printable stationery products, the requestor interface being further adapted to enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which does not enable the user to define or modify the organization-identifying informational content to be printed on the stationery product; and

a process interface for fulfillment of the user's print order, said processor interface being adapted to automatically generate a pre-press product incorporating both the predefined informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile.

Claim 22 (previously presented): The automated print order system of claim 21, wherein the templates are customized for business organization.

Claim 23 (previously presented): The automated print order system of claim 22, wherein one of the common informational elements comprises graphical representation of a business organization logo.

Claim 24 (previously presented): The automated print order system of claim 23, wherein the processor interface is adapted to process the user's print order by merging the defined or selected profile with the template of the selected stationery product to automatically generate the pre-press product.